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BE MODERN IN 1960
 Sell Modern Lawn Seed Mixtures
 SEED MARKET QUOTATIONS



Master Blend
 With Merion Blue,
 Delta Blue and Penn Lawn Rescue
 18 DESBROSSES STREET
 NEW YORK 13, N. Y.
Vaughan's Seed Co.

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Aug. 1, 1960

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BULK RATE
 U. S. POSTAGE
PAID
 New York, N. Y.
 Permit No. 15248

Recleaned Bird Seeds and Grain

Following Prices F.O.B. Our Warehouse, New York, Gross for Net. Bag Lots, Less than Bags
 at Slightly Higher Price

	Per 100 lbs.		Per 100 lbs.		Per 100 lbs.
SUNFLOWER		MIXED BIRD SEED		MISCELLANEOUS GRAINS	
Sunflower, Small Black Fancy (Domestic)	11.50	Love Bird Seed (for Parakeets) ..	10.00	Buckwheat	ASK
Sunflower, Poultry				Hulled Oats	7.50
Sunflower, Parrot (Grey Striped) ..	15.00			Flax, Whole	13.00
Sunflower, Large (Grey Striped) ..	18.00			Seed Rye	5.50
BIRD SEED		OTHER BIRD FOOD INGREDIENTS		VAUGHAN'S WILD BIRD SEED	
Canary Seed (Extra recleaned)	11.00			(Duryea Formula)	
Rape, Large Black	11.00			Contains All Bird Seeds - No Fillers or Screenings	
Millet, Large Yellow	5.75	Hemp, extra recleaned		A—Packed in 100 lb. bags	7.50
Millet, Small Yellow Finch	8.00	(Sterilized)	17.00	B—Packed in 100 lb. bags	8.00
Millet, Large Red	6.00	Milo Maize	4.50	(B includes 20 empty 5 lb. printed paper bags)	
Millet, White Proso	5.75	Peanut Hearts	13.00	C—Packed 20-5 lb. bags	9.00
				When ordering Wild Bird Seed be sure to specify whether you desire A, B, or C method of packing.	

All orders are accepted with the understanding that price in effect at time of shipment will apply. All sales in accordance with our warranty clause. Prices are to recognized dealers only.

Vaughan's Seed Company

ESTABLISHED 1876

Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WAlker 5-4555 or BArclay 7-4900 Ext. 2
 Main Office, 85 White Street (near Lafayette St.) Phone BArclay 7-4900 New York 13, N. Y.
 August 1, 1960

Vaughan's MASTER BLEND

Merion Formula

Once again, Vaughan's offers the finest all-around lawn grass formula ever developed . . . a blend including three new, improved grasses selected as Champions by National Turf Research.

Merion Kentucky Blue Grass is a distinct variety found growing on a tee of the Merion Golf Club near Philadelphia. Its exceptional color, vigor and other advantages attracted interest and resulted in tests by experiment stations, golf clubs and private growers all over the U.S.A. Vaughan's pioneered the commercial development of this new variety, now judged superior to common Kentucky Blue Grass by most authorities. More than a million seeds of this famous variety are found in every pound of MASTER BLEND Merion Formula.

Delta Kentucky Blue Grass, a variety recently discovered in Canada, is known for exceptional seedling vigor. Delta was added to Master Blend because it starts growing more quickly than other perennial grasses and provides early cover to hold down weeds and shelter the slower-to-germinate Merion.

Pennlawn Creeping Red Fescue, a hybrid grass bred at Pennsylvania State University, was added to the Master Blend Formula because it provides thick green cover for shady places and sandy soil and shows excellent heat and disease resistance.

The result is a beautiful lawn . . . a tough lawn . . . a lawn which rolls out a green carpet under more different conditions of soil and climate and shade. No wonder Vaughan's Master Blend Merion Formula is creating a sensation from coast to coast!

OTHER Vaughan's MIXTURES FOR FALL 1960

Price on mixtures F.O.B. New York City, but prepaid on 300 lb. lots or over.

VAUGHAN'S PARKS FORMULA

NOW CONTAINS MERION AND DELTA BLUE GRASS, THE NEW BLUE GRASS DEVELOPED FOR SEEDING VIGOR AND BETTER LAWNS
USE 1 LB. TO 250 SQ. FT.

1 lb. cartons . . . (Retail \$1.45) . . . \$21.50 per case of 25
3 lb. cartons . . . (Retail \$4.30) . . . \$40.32 per case of 16
5 lb. bags (Retail \$7.10) . . . \$41.00 per bale of 10

Per 100 lbs.

10 and 15 lb. bags . . . \$81.00 100 lb. lots . . . \$78.00
50 and 25 lb. bags . . . \$80.00 500 lb. lots . . . \$77.00

VAUGHAN'S COLUMBIAN (GENERAL PURPOSE FORMULA)

USE 1 LB. TO 250 SQ. FT.

Especially adapted for medium shade and sandy soils.

Contains Pennlawn Creeping Red Fescue, Delta Kentucky Blue Grass, and other permanent grasses

1 lb. cartons (Retail \$ 1.25) . . . \$18.50 per case of 25
3 lb. cartons (Retail \$ 3.70) . . . \$34.56 per case of 16
5 lb. bags (Retail \$ 6.10) . . . \$35.00 per bale of 10

Per 100 lbs.

10 and 15 lb. bags . . . \$69.00 100 lb. lots . . . \$66.00
50 and 25 lb. bags . . . \$68.00 500 lb. lots . . . \$65.00

VAUGHAN'S DENSE SHADE FORMULA

USE 1 LB. TO 250 SQ. FT.

Composed of grasses most suited for growing in heavily shaded situations. Is also satisfactory in moderate shade. Includes Pennlawn Creeping Red Fescue.

1 lb. cartons (Retail \$ 1.25) . . . \$18.50 per case of 25
3 lb. cartons (Retail \$ 3.70) . . . \$34.56 per case of 16
5 lb. bags (Retail \$ 6.10) . . . \$35.00 per bale of 10

Per 100 lbs.

10 and 15 lb. bags . . . \$69.00 100 lb. lots . . . \$66.00
50 and 25 lb. bags . . . \$68.00 500 lb. lots . . . \$65.00

VAUGHAN'S "NEW IMPROVED"

LONG ISLAND FORMULA

With MERION KENTUCKY BLUE

This contains the basic grasses originally recommended by the Long Island Agricultural and Technical Institute at Farmingdale. All of higher qualities than standards. With Red Top instead of Bent. Also now includes Merion Blue, Merion Blue and Mixtures with Merion have proved outstanding in official trials on Long Island. This mixture will do equally as well on shale soils of New Jersey, and in Connecticut and Westchester County.

(For Mixture without Merion Blue—see Duryea Long Island)

	Retail Prices
1 lb.	\$ 1.25
5 lbs.	6.00
25 lbs.	27.50

	Dealer Price
1 lb.	\$18.75 per case of 25
3 lb.	35.00 per bale of 10
5 lb. bags	lots of 2 or more \$16.00 each
	\$60.00 per 100 lbs.

VAUGHAN'S VALU-BLEND LAWN MIXTURE (Formerly "Excel")

1 lb. cartons . . . (Retail \$.90) . . . \$13.50 per case of 25
3 lb. cartons . . . (Retail \$2.65) . . . \$24.96 per case of 16
5 lb. bags (Retail \$4.35) . . . \$25.00 per bale of 10
25 lb. bags . \$48 per lb. 100 lbs. \$46.00 500 lbs. \$225.00

SPECIAL MIXTURES

If interested in lower priced formulas other than we list — or your own formulas — let us know and we will be glad to quote.



BE MODERN! Sell Modern Lawn Seed Mixtures

August 1, 1960

VAUGHAN'S SEED COMPANY

WHOLESALE GRASS SEED DIVISION

August 1, 1960

18 DESBROSSES STREET, NEW YORK 13, N. Y.

PHONE
Walker 5-4555
BARclay 7-4900 Ext. 2

We quote today's values, subject to market changes, f.o.b. warehouse New York, for prompt shipment. Terms: NET CASH, no discount, subject to arrival draft. BAGS ARE NOT RETURNABLE • Cost of all cotton and burlap bags included in the price, basis gross for net weight. All orders are accepted with the understanding that prices in effect at that time will prevail.

Note to former DURYEA SEED CO. Customers—We are combining our Wholesale Price List to simplify matters. This list will take place of the former Blue Card List. It will give you same Low Wholesale Prices. See other pages for additional grass and bird seeds.

RED CLOVER
Medium, purity 99% 39.00

ALSIKE CLOVER
Extra Fancy, purity 99% 30.00

ALFALFA
Northern, purity 99% 37.00
Ranger Alfalfa (certified) 43.00

WHITE CLOVER
Extra Fancy 72.00
Packed in 1 lb. carton \$10.20 per dozen.
Packed in 1/2 lb. bags, \$6.00 per dozen.
Ladino White Clover (certified) 78.00
New Zealand White Clover 85.00
in 1 lb. boxes \$12.00 Dozen
in 1/2 lb. bags 7.00 Dozen
Kent Wild White Clover 85.00

OTHER CLOVERS
Sweet Clover 16.00
Birdfoot Trefoil Imported 60.00
Empire Birdfoot Trefoil 80.00
Inoculation for Clovers and Alfalfa
35c Bus. Size (Case Lots)

TIMOTHY
Fancy, purity 99.60% 16.50

REDTOP
Solid Seed, purity 92% 40.00
Solid Seed, purity 95% 42.00
Solid Seed, purity 98% 45.00

BLUE GRASS
Kentucky, fancy, purity 85% 40.00
in 1 lb. boxes 60.00
Kentucky, extra fancy,
purity 90% 43.00
Kentucky, superfine, purity 98% 50.00
in 1 lb. boxes 70.00
Canada Blue, fancy 85.00
Merion Kentucky Blue 92% 138.00
Merion Kentucky Blue Tag 150.00
Delta Kentucky Blue 60.00
Arboretum Kentucky Blue 80.00

ROUGH BLUE GRASS
Poa Trivialis 90% 55.00

RYE GRASSES
Common Ryegrass 10.00
Italian Ryegrass (Domestic) 10.00
in 5 lb. bags 15.00
Perennial or English Rye Grass 15.00
in 5 lb. bags 20.00

BENT GRASSES
Astoria Colonial Bent Blue Tag 60.00
in 1 lb. boxes 80.00
Colonial Bent Blue Tag 65.00
Seaside Bent Blue Tag 105.00
in 1 lb. boxes 125.00
Highland Bent Blue Tag 35.00
Mixed Bent (South German) 125.00
Penncross Creeping Bent 750.00
Velvet Bent Ask

RED AND TALL FESCUES
Chewing Fescue (Domestic) 30.00
in 1 lb. boxes 50.00
Creeping Red Fescue (Domestic) 32.50
Creeping Red Fescue (Imported) 30.00
Illahee Creeping Red Fescue B.T. 35.00
in 1 lb. boxes 55.00
Penn Lawn Fescue Blue Tag 38.00
in 1 lb. boxes 58.00
Alta Tall Fescue Ask
Kentucky 31 Tall Fescue 20.00
Sheeps Fescue 55.00

HAY GRASSES
Meadow Fescue Ask
Orchard Grass 30.00
Brome Grass (Lincoln) 30.00

MISCELLANEOUS
Dwarf Essex Rape 12.50
Hairy or Winter Vetch 17.00
Sudan Grass (Piper) 11.00
Sudan Grass, Common 10.00
Bermuda Grass 58.00
Bermuda Grass Hulled 78.00

MILLETS
Japanese 10.00

MISCELLANEOUS GRAINS
Seed Buckwheat Ask
Flax, Whole 13.00
Seed Rye 5.50

LAWN MIXTURES
DURYEA FORMULAS
Prepaid on 300 lbs. or over.
Quick Result Mixture
Composed of Quick Growing Grasses
in bulk 18.00
in 5 lb. bags 23.00

Columbia Park
in bulk 23.00
in 5 lb. bags 28.00
Yorkshire Park (Formerly
"Gramercy Park") in bulk 30.00
Duryea's Central Park Choice
in bulk 40.00
in 5 lb. bags 45.00
Old Homestead
in bulk (No Clover) 42.00
Duryea's Evergreen
in bulk 45.00
Duryea's Superior
in bulk 50.00
Shady Spot
fancy, in bulk 42.00
Athletic Mixture 52.00
Duryea's Long Island Mixture
in bulk 42.50
in 5 lb. bags 47.50

GRASS MIXTURES
For Hay and Pasture 35.00

5 LB. POLYETHELENE BAGS
WE OFFER 2 MIXTURES
FORMULATED AND PRICED TO HELP
YOU MEET LOW PRICE
COMPETITION

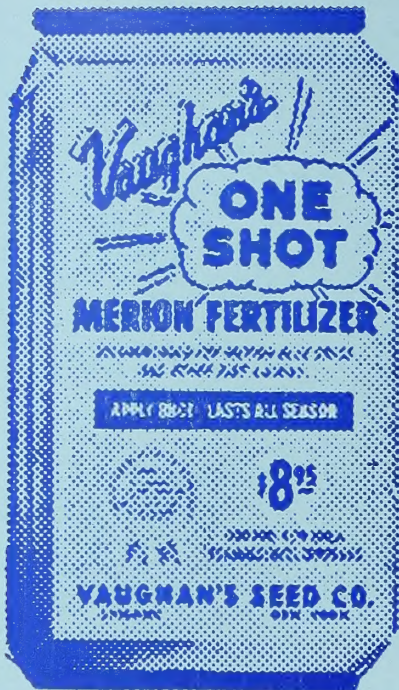
GREENVIEW
EMERALD ISLE
ATTRACTIVE COLORED BAGS
PRICES ON REQUEST

INOCULATION
LEGUME-AID (Powder Form)

1 bu. size Alfalfa and
All Clovers and Trefoil35 each
2 1/2 bush.70 each
2 bu. size Soy Beans28 each
Pkt. Birdsfoot Trefoil20 each
Prices Are For Case Lots

Somewhat higher prices charged if less than full bags are ordered.

"The Vaughan's Seed Co. warrants to the extent of the purchase price that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied."



Vaughan's ONE SHOT

MERION FERTILIZER

20 - 5 - 5

The revolutionary new fertilizer that supplies adequate amounts of plant food in the proper proportions. Full 20 units of nitrogen, from many sources including organics and urea formaldehyde compounds.

Research on the needs of grasses since World War II has shown that a really balanced grass turf fertilizer should contain about four times as much nitrogen as phosphorus and potash. Experts agree that a 4-1-1 ratio is about right for lawns that were formerly overfed with phosphorus and potash by the older formulas such as 5-10-5 or 4-12-4. With Vaughan's One Shot Merion Fertilizer you have quick and slow releasing forms of nitrogen thus giving you a fertilizer that will feed over the entire season.

A proven sales getter at full 40% mark up. Now offered with full direction for Fall application.

Size	Packed	Wt.	Cost	Retail
50 lbs.	12	610	\$66.00	\$8.95
25 lbs.	12	306	\$36.50	\$4.95

VAUGHAN'S TURF-LITE THE MODERN LIGHT WEIGHT LAWN FOOD

The easy, effort saving way to fertilize the home lawn. One bag feeds 5,000 sq. ft. A clean, odorless, dust-free material with high nitrogen analysis (20-10-5). Beautifully packaged in heavy weight, washable poly bags. Competitively priced.

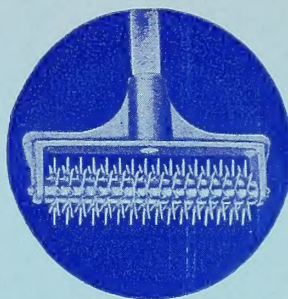
Size	Shipping Unit	Wt.	Dealers Cost	Retail
5000 sq. ft.	20	465 lbs.	\$53.00	\$4.35

VAUGHAN'S NEW SPECIALTIES

VAUGHAN'S MERION BLUE GRASS SEEDER



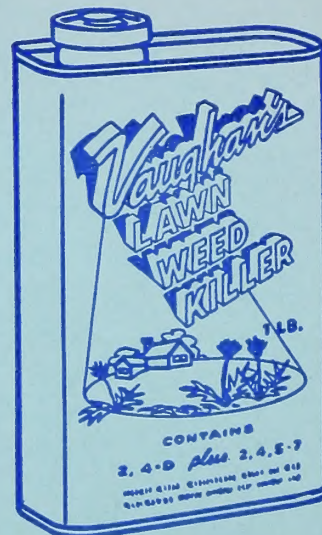
VAUGHAN'S LAWNOVATER



The perfect answer for reseeding bare spots in lawns. Increases grass germination 50% to 75%. Eliminates need for top soil. Just sow the seed — then roll Lawnovater over surface.

RETAIL EACH \$4.95
CASE OF 4 \$11.88

VAUGHAN'S LAWN WEED KILLER



VAUGHAN'S FORMULA Z TURF FUNGICIDE

TURF FUNGICIDE. This is a Broad Spectrum Lawn Turf Fungicide, which is recommended for controlling lawn diseases, such as brown patch, dollar spot, leaf blights, curvularia, etc. Contains Urea which stimulates new growth. 8 oz. treats 2000 to 4000 sq. ft.



Of all the weed killing chemicals, the original discovery, 2,4-D is the most dependable. It does its work with rarely a failure, clearing your lawn of broad leaved weeds, and keeping your grounds free of almost all unwanted plant growths. VAUGHAN'S LAWN WEED KILLER contains 2,4-D plus 2,4,5-T, which makes it fatal to woody plants as well as weeds. Poison oak, poison ivy, cherry, honeysuckle and others are easily exterminated.

8-Oz. covers 1,500 sq. ft., retails at 90c.
carton of 24 \$12.96

Quarts covers 5,000 sq. ft., retails at \$2.75,
cartons of 12 \$19.80

New scientific garden tool that saves time and money. Insures a uniform seeding by a steady continuous spreading of lawn seed. Can be also used for Grub proofing of Lawns by spreading Dieldrin, Chlordane, Dry Fertilizers or Powdered Weed Killers.

RETAIL EACH \$4.95
YOUR COST EACH \$3.30

Cat. No.	Size	Packed	Wt.	Dealers Cost	Retail
8304	8 oz.	12	12 lbs.	\$25.20	\$ 3.50
	6 lbs.	1	6 lbs.	14.85	14.75

Vaughan's MASTER BLEND

Merion Formula



EXPERTS PICK MERION FOR LAWNS AND PLAY GROUNDS

Contains 3 latest grasses developed by scientists

- Grows greener . . . stays greener all summer
- Stands closer, less frequent mowing
- Produces thicker turf . . . spreads faster
- Crowds out crabgrass and other weeds better
- Resists leaf spot and other diseases
- Deeper, stronger roots resists drouth and heat . . . need less watering
- Broader, sturdier leaves withstand wear better than other luxury-look grasses
- 100% Perennial Grasses . . . 42% Merion Kentucky Blue Grass plus Delta Kentucky Blue Grass and Pennlawn Creeping Red Fescue
- Costs less because it goes farther . . . sow 1 lb. per 750 sq. ft. . . . only $\frac{1}{3}$ as much as standard blue grass mixtures.

MERION FORMULA—100% PERENNIAL GRASSES

Contains over 1,000,000 seeds of pure Merion strain of Kentucky Blue Grass, plus Delta Kentucky Blue Grass, plus Pennlawn Creeping Red Fescue and Red Top. Costs less because it goes farther.

	Retail	Packed	Cost		Retail	Packed	Cost
1 lb. ctns.....	\$ 1.98	Case 25/1 lb.....	\$30.00	25 lb. bag.....	\$ 46.00	Bag 1/25 lb.....	\$28.00
3 lb. ctns.....	5.90	Case 16/3 lb.....	56.16	50 lb. bag.....	90.00	Bag 1/50 lb.....	55.50
5 lb. bag.....	9.65	Bale 10/5 lb.....	57.50	100 lb. bag.....	178.00	Bag 1/100 lb.....	110.00
10 lb. bag.....	18.80	Bale 2/10 lb.....	22.60	Broken Cases 5c per lb. higher			

MERION STRAIGHT

	Retail	Packed	Cost		Retail	Packed	Cost
1 lb. ctns.....	\$ 2.29	Case 25/1 lb.....	\$38.25	25 lb. bag.....	\$ 55.00	Bag 1/25 lb.....	\$35.00
3 lb. ctns.....	6.85	Case 16/3 lb.....	71.04	50 lb. bag.....	108.50	Bag 1/50 lb.....	69.00
5 lb. bag.....	11.25	Bale 10/5 lb.....	72.50	100 lb. bag.....	210.00	Bag 1/100 lb.....	138.00
10 lb. bag.....	22.50	Bale 2/10 lb.....	28.60	Broken Cases 5c per lb. higher			

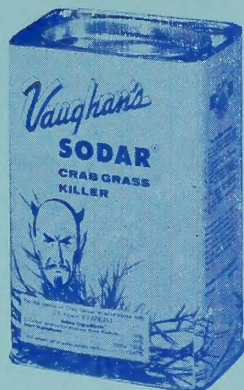
Above Delivered Free on 300 Lb. Shipments, Otherwise F.O.B. New York City.

Vaughan's "SODAR"® CRAB GRASS KILLER

VAUGHAN'S CRAB GRASS KILLER

(SODAR)®

Best Of All And Costs Less



The effective way in removing crab grass and chick weed without the slightest injury to the turf grasses. It is far more economical and easier for an amateur to apply. The chemical which performs so well is Di Sodium Monomethyl Arsonate. It can be applied early or late in the season, on young plants. A sprinkling can work well on small lawns, and pressure sprayers on larger areas. One treatment kills young plants, mature plants may need two. 4 ounce, treats 1,000 sq. ft. retails at

Size	Packed	Wt.	Dealers Cost	Retail
4 oz.	12	9 lbs.	\$ 9.00	\$ 1.25
1 lb.	12	18 lbs.	21.24	2.95
5 lbs.	1	5 lbs.	7.77	12.95

Also available in 20, 40 and 100 lb. size drums

VAUGHAN'S LIQUID SUPER (SODAR)®

For Quick Kill Of Crab Grass



This high-power version of SODAR®, the crab grass killer, comes in liquid form and should be applied with a sprayer. You can see the crab grass plants lose color as it hits them, and complete destruction takes place in a matter of hours, not days. Full instructions come with it. It will quickly clear a heavily infested space where you may want to make a new lawn. 1 pint covers 1500 sq. ft.

Size	Packed	Wt.	Dealers Cost	Retail
1 pt.	12	20 lbs.	\$12.88	\$1.79
1 qt.	12	35 lbs.	21.24	2.95

VAUGHAN'S LAWN CLOVER KILLER

VAUGHAN'S NEW CHICKWEED KILLER

A positive destroyer of chickweed (also clover) for dry application. Contains new ingredients developed by Vaughan's. Packaged in handy new shaker-type container for quick and easy application without special equipment. Safe to use, will not harm the finest grass. 1 can enough to spot treat average lawn.

Cat No.	Packed	Dealers Cost	Retail
S167	12	\$6.98	97c



For those who object to clover's white blossoms, and susceptibility to disease. Contains 2, 4, 5T plus other ingredients to penetrate and kill tough stems of old clover. Will not harm grass when used as directed. 8 oz. covers 1,500 sq. ft. Now, Vaughan's Lawn Clover Killer can be recommended for the control of this pest, without injury to turf.

Size	Packed	Wt.	Dealers Cost	Retail
8 oz.	24	22 lbs.	\$18.00	\$1.25



VAUGHAN'S K.O. KNOCKS OUT BOTH CRABGRASS AND WEEDS

K.O. is the all-in-one crabgrass and weed killer that'll really sell when the first dandelions show their faces. Contains Sodar®, the proven post-emergent crabgrass killer, PLUS 2, 4D for sure destruction of

broadleaf weeds. And this double-death-dealing product has a new triple sales appeal: three kinds to fit every application need.



DRY K.O. FOR SPREADING

Granulated to make it easy for your customers to spread certain death for crabgrass and weeds . . . over their entire lawn. 9 lbs. treats 2,500 sq. ft.

Size	Packed	Wt.	Dealers Cost	Retail
9 lbs.	4	38 lbs.	\$ 9.48	\$3.95
18 lbs.	10	190 lbs.	41.70	6.95

LIQUID K.O. FOR SPRAYING

The all-new liquid your customers just spray on to wilt away weeds and crabgrass. For tank or hose type sprayers. Pint treats 1,500 sq. ft.

Size	Packed	Wt.	Dealers Cost	Retail
Pint	12	20 lbs.	\$16.92	\$2.35
Quart	12	35 lbs.	28.44	3.95

K.O. FOR SPOT TREATMENT

Extra-easy-to-use and a new idea in lawn care. Now customers can just shake K.O. on for a lawn free of crabgrass and weeds. Package spot-treats the average home grounds.

Size	Packed	Wt.	Dealers Cost	Retail
4 lbs.	12	50 lbs.	\$16.20	\$2.25

